

WHAT IS CLAIMED IS:

1. A method for selectively displaying multimedia presentations, said method comprising the steps of:

storing a plurality of multimedia presentations at a display system;

providing a scheduling file that defines a predetermined schedule by which said presentations are to be displayed at said display system;

determining said schedule from said scheduling file;

and

displaying said presentations at said display system according to said schedule responsively to said determining step.

2. The method as recited in claim 1, wherein said providing step includes storing said scheduling file at a computing device remote from said display system, and wherein said method further comprises the step of periodically downloading an updated said scheduling file from said remote computing device to said display system.

3. The method as recited in claim 1, further comprising the step of periodically downloading one or more updated said presentations from a computing device remote from said display system and storing said updated

5 presentations at said display system, and where said
displaying step including displaying said updated
presentation.

4. The method as recited in claim 1, further
comprising the steps of

connecting to a computing device remote from said
display system,

5 scanning for an updated said scheduling file
corresponding to said display system, and

in response to said scanning step, downloading said
updated scheduling file corresponding to said display
system,

10 wherein said determining step includes determining
said schedule from said updated scheduling file.

5. The method as recited in claim 1, further
comprising the steps of

connecting to a computing device remote from said
display system,

5 scanning for an updated plurality of multimedia
presentations corresponding to said display system, and

in response to said scanning step, downloading said
updated plurality of multimedia presentations corresponding
to said display system,

10 wherein said displaying step includes displaying said
updated presentations.

6. The method as recited in claim 2, further
comprising the step of uploading status information
regarding said display system to said remote computing
device.

7. The method as recited in claim 1, further
comprising the step of automatically modifying said
scheduling file responsively to data related to said
display system.

8. The method as recited in claim 7, wherein said
data is selected from the group consisting of point of sale
data, time data, positioning data, and weather data.

9. A method for distributing multimedia presentations
via a network, said method comprising the steps of:

 storing a plurality of unassigned multimedia
presentations on a distribution computing device over a
network;

 in response to a request from a display administrator
for a connection to said distribution computing device,
reading an identification of said display administrator;
and

10 in response to said reading step, providing said
display administrator access to a set of said unassigned
presentations corresponding to said identification;

 in response to data received from said display
administrator, assigning a plurality of said unassigned
15 presentations within said set to display systems
corresponding to said identification; and

 transferring said assigned presentations to said
corresponding display systems over a network.

10. The method as recited in claim 9, further
comprising the step of scheduling, responsively to data
received by said display administrator, timing of display
of said unassigned presentations assigned in said assigning
step.

11. The method as recited in claim 9, wherein said
connection communicates using HTTP.

12. The method as recited in claim 9, wherein said
display administrator includes a web browser.

13. A method for distributing multimedia
presentations via a network, said method comprising the
5 steps of:

 storing a plurality of multimedia presentations on a
distribution computing device;

in response to a request from a display system for a
connection to said distribution computing device over a
10 network, reading an identification of said display system;

in response to said reading step, downloading one or
more of said multimedia presentations from said
distribution computing device over said network to said
display system; and

15 displaying said one or more downloaded multimedia
presentations at said display system.

14. A system for distributing presentations over a
network, said system comprising:

a display;

a display system having an identification associated
with said display system, said display system being
configured to play a presentation on said display; and

a distribution server in communication with said
display system over a network and housing multiple
presentations, a set of said multiple of presentations
10 corresponding to said identification of said display
system, wherein said display system is configured to
periodically download over said network said set
corresponding to said identification.

15. The system as recited in claim 14, further
comprising a display administrator in communication with

said distribution server over said network, said display administrator configured to modify said set corresponding to said identification.

16. The system as recited in claim 15, wherein said display system is configured to download said set only when said display administrator has modified said set.

17. The system as recited in claim 14, wherein said distribution server houses a plurality of scheduling files, wherein a scheduling file of said plurality of scheduling files corresponds to said identification of said display system, and wherein said display system is configured to play said presentations based upon data in said scheduling file.

18. A system for distributing presentations over a network, said system comprising:
a plurality of displays;

a plurality of display systems, each said display system having an identification, and each said display system being configured to play a presentation on a respective said display; and a distribution server in communication with said plurality of display systems over a network and housing multiple presentations and scheduling files, wherein each said scheduling file corresponds to a

15

respective said identification and identifies a set of one or more of said presentations and wherein each said display system is configured to download over said network said scheduling file corresponding to said display system's identification, to download over said network said set of presentations, and to play said set of presentations at said display responsively to said scheduling file.

19. The system as in claim 18, wherein each said set of presentations corresponds to said identification to which the said scheduling file defining said set corresponds, and wherein each said display system downloads its corresponding said set based on said identification.

20. The system as in claim 18, including a display administrator in communication with said distribution server, said display administrator being configured to modify said sets corresponding to one or more said display systems.

21. The system as in claim 20, wherein said display administrator is in communication with said distribution server over said network.